

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 20 09 ;  
ending June 30 20 10

TO THE GOVERNING BODY of the:  Town of }  
 Village of } Madison  
 City of }

County of Dane Aldermanic Dist No. 6 (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-1026518408-03</u>	
Federal Employer Identification Number (FEIN): <u>80-0352547</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ 100
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine	\$ 100
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	<b>\$ 200</b>

- 1 The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ Daryl Sisson

DAISY CAFE & CUPCACKERY LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

President/Member Member Title Daryl Sisson Name 8 Quinn Circle, Madison, WI Home Address Monona, 53713 Post Office & Zip Code

Vice President/Member \_\_\_\_\_

Secretary/Member \_\_\_\_\_

Treasurer/Member \_\_\_\_\_

Agent ▶ DARYL SISSON

Directors/Managers \_\_\_\_\_

3 Trade Name ▶ Daisy Cafe & Cupcakery Business Phone Number 608-241-2200

4 Address of Premises ▶ 2827 Atwood Avenue, MADISON, WI Post Office & Zip Code ▶ 53704

5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No

6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No

7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No

8 (a) Corporate/limited liability company applicants only: Insert state Wisconsin and date 02/20/09 of registration

(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No

(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) First-floor restaurant space with basement for storage.

10 Legal description (omit if street address is given above): \_\_\_\_\_

11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No

(b) If yes, under what name was license issued? Bunky's Restaurant

12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No

13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No

14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

**SUBSCRIBED AND SWORN TO BEFORE ME**

this 25<sup>th</sup> day of SEPTEMBER, 20 09

Wendy E. Banta  
(Clerk/Notary Public)

Daryl Sisson  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 5/6/2012

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk <u>9/25/09</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>88030</u> <u>88031</u>	



15. Utilizing your market research, who would you project your target market to be?

WE ARE A FAMILY RESTAURANT, SERVING ALL AGES AND DEMOGRAPHICS.

16. What age range would you hope to attract to your establishment? ALL AGES.

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

OUR CAFE OFFERS FULL BREAKFAST AND LUNCH MENUS EVERY DAY, FEATURING STRATAS AND GOURMET MEAT LOAF IN 5 VARIETIES. WE PROMOTE CUPCAKES FOR PARTIES, WEDDINGS, ETC.

18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)  No

19. Owner of building where establishment is located: JIM SHAPIRO

Address of Owner: 3428 ICE AGE LN, VERONA, WI Phone Number 608-798-1140

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes  No  N/A

21. List the Directors of your Corporation/LLC

DARYL SISSON 8 QUINN CIRCLE, MADISON, WI 53713  
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern  Nightclub   Restaurant

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? \_\_\_\_\_

Breakfast  Lunch  Dinner  CUPCAKES

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?  Appetizers  Salads  Soups  Sandwiches  Entrees

Desserts  Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? ~~8:00 AM - 3:00 PM~~ 8:00 AM - 3:00 PM EVERY DAY  
5:00 PM - 10:00 PM TAVUR-SAT

27. What hours, if any, will food service not be available? NONE
28. Indicate any other product/service offered. CUPCAKES SUN-WED 8:00 AM TO 5:00 PM, THU-SAT 8:00 AM TO 10:00 PM
29. Will your establishment have a kitchen manager?  Yes  No
30. Will you have a kitchen support staff?  Yes  No
31. How many wait staff do you anticipate will be employed at your establishment? 10  
 During what hours do you anticipate they will be on duty? 8:00 AM TO 3:00 PM + 5:00 PM TO 10:00 PM
32. Do you plan to have hosts or hostesses seating customers?  Yes  No
33. Do your plans call for a full-service bar? Yes  No  
 If yes, how many bar stools do you anticipate having at your bar? N/A  
 How many bartenders do you anticipate you would have working at one time on a busy night? N/A
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only? Yes  No  
 If yes, what will be the seating capacity for that area? \_\_\_\_\_
36. What type of cooking equipment will you have?  Stove  Oven Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
75-80%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%  
 What percentage of your advertising budget do you anticipate will be drink related? 0%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  Yes  No

42. What is your estimated capacity? 80

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	5 %
Gross Receipts from Food and Non-Alcoholic Beverages	94 %
Gross Receipts from Other	1 %
<b>Total Gross Receipts</b>	<b>100%</b>

44. Do you have written records to document the percentages shown? Yes  No   
You may be required to submit documentation verifying the percentages you've indicated.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 25<sup>TH</sup> day of SEPTEMBER, 2009

Wendy E. Barton  
(Clerk/Notary Public)

My commission expires 5/6/2012

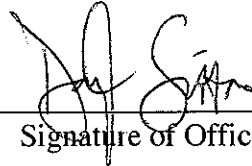
Jeff Sisk  
(Officer of Corporation/Member of LLC/Partner/Individual)

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, DARYL SISSON, officer/member for DAISY CAFE & CUPCAKERY, LLC  
(Corporation/LLC), doing business as DAISY CAFE & CUPCAKERY, authorize and appoint  
~~KATHY BROOKS~~ DARYL SISSON (Name) as the liquor/beer agent for the premise  
located at 2827 ATWOOD AVENUE

Subscribed and sworn to before me this  
25<sup>TH</sup> Day of SEPTEMBER, 2009



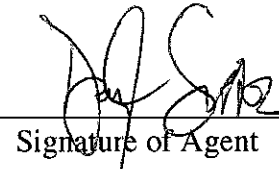
Signature of Officer/Member

Wendy E. Burt  
Notary Public, Dane County, Wisconsin  
My Commission Expires 5/6/2012

## To be completed by appointed Liquor/Beer Agent

I, DARYL SISSON, appointed **liquor/beer agent** for  
DAISY CAFE & CUPCAKERY LLC (name of Corporation or LLC), being first duly sworn  
say I have vested in me, by properly authorized and executed written delegation, full authority  
and control of the premise described in the license of such corporation or limited liability  
company, and I am involved in the actual conduct of the business as an employee, or have a  
direct financial interest in the business of the licensee, therein relating to the intoxicating  
liquor/fermented malt beverage. The interest I have in the business is 100 %.

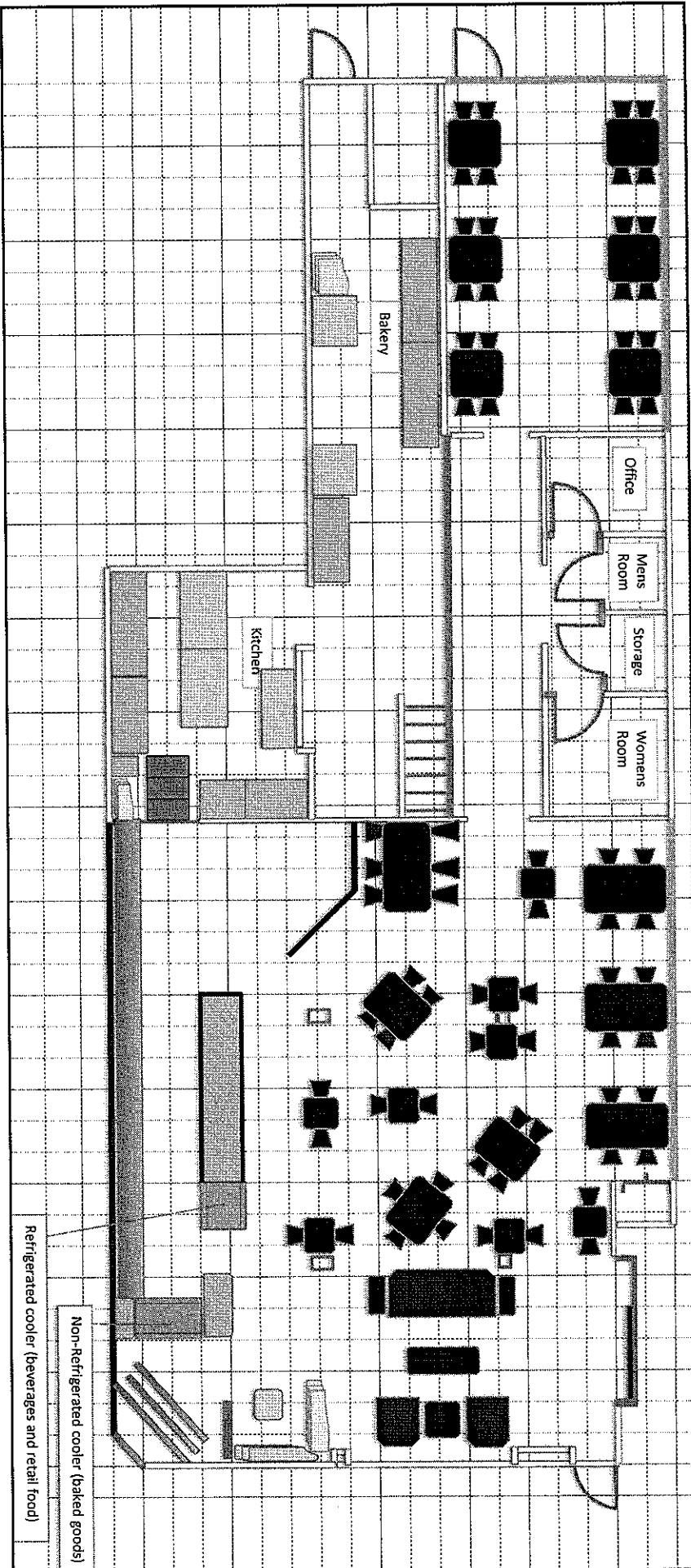
Subscribed and sworn to before me this  
25<sup>TH</sup> Day of SEPTEMBER, 2009



Signature of Agent

Wendy E. Burt  
Notary Public, Dane County, Wisconsin  
My Commission Expires 5/6/2012

The appointed Liquor/Beer Agent must complete the other side of this form.



PARKING LOT

ATWOOD AVENUE

# Daisy Café & Cupcakery

2827 Atwood Avenue, Madison, WI 53704

Phone: (608) 241-2200 On the Web at [www.daisycafeandcupcakery.com](http://www.daisycafeandcupcakery.com)

## Strata

A specialty! Our own egg casserole dish, served with oven-roasted potatoes and fresh fruit . 7.99  
**French Toast** A mixture of eggs, cream cheese, toasted bread cubes, and maple syrup.  
**Apple & Cinnamon** Granny Smith apples, cinnamon-sugar, toasted bread cubes and oats, topped with house-made applesauce.  
**Crimini & Gruyere** A mixture of eggs, Crimini mushrooms, Gruyere cheese, pesto, and toasted bread cubes  
**Chorizo & Pepper Jack** A mixture of eggs, house-made chorizo sausage, green onions, red bell peppers, pepper jack cheese, and toasted bread cubes.

## Omelets

Three-egg omelets served with oven-roasted potatoes, fresh fruit, and a house-made roll . 7.99  
**Bacon & Cheddar** Chopped bacon, tomatoes, and Cheddar cheese.  
**Chorizo & Avocado** House-made chorizo sausage, pepper jack cheese, and onions, topped with sliced avocado and house-made pico de gallo.  
**Turkey & Rosemary** Ground turkey, red bell peppers, onions, and fresh rosemary, topped with sour cream.  
**Roasted Vegetables & Goat Cheese** Seasonal roasted vegetables, from our CSA box when it's in season, and Montchevré goat cheese

## Good-Old-Fashioned Breakfast

Two eggs\* any way you like them; choice of bacon or link sausage; oven-roasted potatoes, fresh fruit, and house-made roll. 7.99  
*Tofu scramble available.*

## Egg Sandwich

Fried egg, bacon, cream cheese, purple onion and cilantro on grilled rosemary bread. Served with oven-roasted potatoes and fresh fruit ... 6.99

## Bowl Breakfasts

**House-made Granola** with milk or yogurt ... 4.99  
**Fresh Seasonal Fruit** with a side of yogurt... 4.99

## Porchlight Pancakes

**Multigrain pancakes** from Porchlight Products Served with fresh fruit.  
Three... 5.99 Two... 4.49 One... 2.99  
**Add fresh-fruit compote** Small ... .99 Large ... 1.99

## Fresh Juices

**Fresh-Squeezed Orange Juice** Small ... 2.99 Large ... 3.99  
**House-Made Lemonade**... 1.99  
**Fresh Apple Cider** Small ... 1.99 Large ... 2.99

## Beverages

**Johnson Brothers Fair-Trade Coffee** Cup... 1.99 Bottomless cup ... 2.49  
**Cha Cha Organic Fair-Trade Loose-Leaf Tea** Cup... 1.99 Pot... 3.79  
**House-Brewed Iced Tea**... 1.99  
**House-Made Arnold Palmer**... 1.99  
**Milk** Small ... 1.49 Large... 1.99  
**Izze Sparkling Juice Drinks** ... 2.49  
**Nantucket Nectar Juices**... 2.39  
**San Pellegrino Sparkling Juice Limonata (Lemon) and Aranciata (Orange)**... 1.99  
**Sprecher Root Beer and Cream Soda**... 2.29  
**Boylan Cola and Diet Cola**... 2.29  
**Reed's Ginger Beer**... 2.79

## Breakfast Sides

1 egg\* ... 1.00  
2 eggs\*... 1.75  
**Bacon or link sausage**... 3.00  
**Breakfast potatoes** ... 2.00  
**Toast** ... 1.50

**Cup of yogurt**... 2.50

\* Eggs served over-easy, poached, sunny-side-up, or soft-boiled and hamburgers that are served rare or medium-rare may be undercooked and will only be served upon the customers' request. Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness



# Daisy Café & Cupcakery

Café Menu 8:00 AM to 3:00 PM daily.  
Cupcakes and Espresso 8:00 AM to 5:00 PM daily.

## Meat Loaf

A specialty! Served with oven-roasted potatoes & seasonal steamed vegetables. 8.99  
Ground Beef & Bacon Ground beef and pork and carrots and green peppers, topped with tomato-chile sauce.

Turkey, Pesto & Feta Turkey, pesto, sun-dried tomatoes, and feta cheese, topped with tomato-chili sauce.

Chorizo House-made chorizo sausage, red bell peppers, pepper jack cheese, onions and jalapeno, served with house-made pico de gallo.

No-Meat Loaf Crimini mushrooms, walnuts, almonds, and vegetables, served with roasted red pepper sauce.

Make it A Sandwich! Loaves served on a hamburger roll in place of potatoes.

## Sandwiches

Served with your choice of fiesta vegetable slaw or edamame salad. Substitute Porchlight orzo-veggie-Havarti salad for 2.00.

Pork Loín al Pastor Marinated pork loin, grilled pineapple, onion and cilantro on a hamburger bun. 8.99

Tuna Provençal Tuna steak seasoned with herbes de Provence, Provençal olives, lettuce, and tomato on a hamburger bun. 9.99

Chicken, Chutney & Goat Cheese Grilled chicken breast with caramelized onion chutney, Montchevre goat cheese, lettuce, and tomato on grilled rosemary bread. 8.59

!Sloppy Jose! House-made chorizo sausage in a tangy sauce, served as a sloppy burger. 7.99

TBA Sliced roasted turkey, bacon, avocado, and a Dijon-mayonnaise spread, on sourdough bread. 7.99

New Mediterranean Edamame hummus, eggplant, and tomato on wheat bread. 7.49

Say Cheese Cheddar, pepper jack, and Swiss grilled on sourdough bread. 5.49

Add Avocado, Tomato, or Fried Egg for .99 each. Add bacon for 1.99.

## Burgers

1/2-pound burgers served with spring mix lettuce and sliced tomato, with your choice of fiesta veggie slaw or edamame salad. Substitute Porchlight orzo-veggie-Havarti salad for 2.00.

Wisconsin Pride Burger Cheese curds and bacon on top of our all-beef patty. 8.99

Classic Just the burger and toppings. 8.19 with cheese. 8.49

Portobello Burger Portobello mushroom marinated in balsamic vinegar, served with Gorgonzola dressing. 7.99

## Soups

Cup. 2.49 Bowl. 4.99

666 Chili 6 vegetables, 6 beans, and 6 seasonings. Devilishly good.

Housemade Soup Ask daily. Many ingredients from our CSA box, when it's in season.

## Salads

All of our salads start with spring mix lettuce and are served with a Parmesan crisp and a house-made roll.

Cobb Salad Chicken breast, bacon, tomato, green onion, and avocado, with Gorgonzola dressing. 8.59

Chop Salad Chopped roasted turkey, garbanzo beans, tomato, and red onion, with Dijon vinaigrette. 8.59

Avocado & Orange Salad Orange slices, avocado, and almonds, with orange-shallot vinaigrette. 8.59

House Salad Spring mix lettuce, tomatoes, purple onions. Choose from Dijon Vinaigrette, Creamy Gorgonzola, and Olive Oil-Orange dressings.  
Side. 3.99 Entree. 6.99

## Lunch Sides

Porchlight Products Orzo-Veggie Salad. 3.00

Edamame Salad. 2.00

Fiesta Veggie Slaw. 1.75

Potato Chips. 1.25

Cup of Fresh Fruit. 3.00